

ACCOMMODATION PRODUCTS AND SERVICES

A hotel is a facility with collective responsibilities and cooperation between all the departments to assure that guest satisfaction is always attained, wherein the products and services are the primary contributors to the hotel's revenue.

Hotel Products and Services (Lara, n.d.)

Accommodation is the main product of a hotel and is the largest revenue source in the hotel business. *Accommodation products* refer to rooms and other related products or services that hotel guests will consume during their stay. Concepts related to accommodation products are discussed below.

Types of Rooms

Hotel rooms vary in terms of the amenities, the view from them, and any extra features or services that add to a guest's overall hospitality experience.

- **Single Room** – It is a room that can accommodate only one (1) person with a single, double, or queen-size bed.
- **Twin Room** – It is a room that can accommodate two (2) people with two (2) twin beds. *Twin bed* refers to two (2) identical single beds.
- **Double Room** – It is a room that can accommodate two (2) to four (4) persons with two (2) double or queen-size beds. It is sometimes called a *twin double room*.
- **Triple Room** – It is a room that can accommodate three (3) persons with three (3) single beds or one (1) double bed and one (1) twin bed.
- **Studio/Murphy Room** – It is a room fitted with a sofa bed or murphy bed (a bed that folds out of a wall or closet), which can be transformed from a bedroom at nighttime to a living room in the daytime.
- **Family Room** – It is a room with at least one (1) double bed, one (1) or more single beds, and is designed to accommodate a small family.
- **Accessible Room** – It is a room designated for disabled guests. The most common features in this room type include safety bars, emergency buttons, and fire alarm lights. This room type should be located on the ground or lower floors and near the elevators for easier accessibility. This room type is also suitable for seniors.
- **Executive Room** – It is a room on the executive floor that enables convenient access to the executive lounge. Some hotels provide female executive floors assigned to female guests only for safety and security reasons.
- **Suite Room** – It is a room with one (1) or more bedrooms, a living space, and a kitchen area. Suite rooms can be further classified as follows:
 - *Junior Suite*. It is the smallest in the suite room category.
 - *Executive Suite*. It is larger and has more upgraded amenities compared to the junior suite.
 - *Presidential Suite*. It is the largest and most expensive room offered in a hotel where usually only one (1) president suite is available in a hotel property. It has one or more bedrooms and a living area with a strong emphasis on interior decoration, high-quality amenities, supplies, and custom-made services.
- **Villa** – It is a stand-alone house that gives extra privacy and space to guests and is usually seen in resort hotels. Aside from a bedroom and a living room, it may have a swimming pool, a Jacuzzi, and a balcony.

Some rooms usually have features that are not standard to most room types. These are the following:

- **Adjacent Room** – It refers to rooms close by or across the corridor but not side by side.

- **Adjoining Room** – It refers to rooms that are side by side but do not have a connecting door between them.
- **Connecting Room** – It refers to two (2) rooms that are side by side and have a connecting door between them.

Rooms can also be designated as *smoking* or *non-smoking*. Most hotels offer both smoking and non-smoking rooms for their guests. To lessen the effects of secondhand smoke exposure for non-smoking guests, some hotels group all smoking rooms on certain floors to separate them from non-smoking rooms.

Room Rates

A guest who books accommodation gets more than just a room with a bed. It includes the facilities and services provided by the hotel staff. Hotels offer different rates when selling a room.

- **Rack Rate** – This refers to the standard rate charged for a room only in a hotel.
- **Corporate Rate** – This is a room rate offered to executive personnel who are regular guests or employees of a corporation with a contract rate with a hotel.
- **Commercial Rate** – This is a room rate offered to the executive personnel of an enterprise with an infrequent visit to a hotel.
- **Airline Rate** – This is an agreed-upon rate between an individual airline and a hotel as determined by the volume of business a hotel obtains from such an airline.
- **Group Rate** – This is a room rate given to bookings for a large group of people and is usually booked by travel agents or processed by a hotel's marketing and sales department.
- **Children's Rate** – This rate is charged to children at a certain age. Each hotel has a specific age limit for children to stay with their parents in the same room free of charge or at a minimal rate.
- **Package Rate** – This room rate includes goods and services hotels designed to attract guests during low sales periods.
- **Complimentary Rate** – This is a rate wherein a guest is assessed with no charge for staying in a hotel. It may be granted to tour directors, local dignitaries, or executives from the hotel's head office.

Other Related Products and Services

It is assumed that a guest who pays a room charge has the right to stay in a guest room and use other related products and services. Some services are included in the room rate, while others require additional charges. The extent to which services are provided for free varies from one property to another. Below are some typical products and services provided by a hotel, whether for a fee or free:

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| • Car rental services | • Internet or WI-FI access |
| • Catering services | • Ironing service |
| • Complimentary newspapers | • Laundry service |
| • Concierge services | • Mail services |
| • Courier services | • Room service |
| • Doctor on call | • Room cleaning or turn-down service |
| • Dry cleaning | • Shoeshine service |
| • Express check-in service | • Valet service and parking |
| • Excursions and guided tours | • Wake-up call service |
| • Flower arrangement | • Welcome drinks at bars or lobby lounge |
| • Shuttle service | • Babysitting service |
| • Access to executive lounges | • Spa |
| • Access to a swimming pool | |

Types of Hotel Guests

Various factors play into a guest's expectations for their experience in a hotel, including the reason for traveling, age, personality background, and other factors. Below are the common types of hotel guests:

- **Family Travelers** – These types of hotel guests are also known as multi-generational travelers because these groups have people of varying ages, such as grandparents, uncles, aunts, cousins, and children.
- **Health and Wellness Seekers** – These hotel guests travel alone but may desire to engage with a community of people who travel with the same purpose. They travel for health and wellness and stay somewhere that will aid in detoxification, meditation, healthy eating, and/or physical fitness.
- **Boomers** – These guests are off or nearing retirement age and often have a higher travel budget. They typically want an authentic experience with local people and attractions.
- **Millennial Travelers** – These guests are likelier to take “micro-cation” (shorter vacation) to fit their work-focused lifestyle. They are also the experience-focused group looking for unique trips that allow them to experience the local culture and try new things.
- **Gen Z** – These travelers are either in a gap year before they begin college or work, on break from college, or recently graduated. Specific amenities such as fast Wi-Fi, laundry services, and high-quality food are essential to them. They tend to look for attractive architecture and furnishings that are comfortable and affordable.
- **Bleisure (Business and Leisure) Travelers** – These guests travel to conduct business, attend meetings/workshops, and extend their work trips to engage in leisure activities, outdoor recreation, relaxation, visiting friends and relatives, or attending sports or cultural events at the same time.
- **Very Important Persons (VIPs)** – These guests have privileges and receive personalized services. They are guests with a legacy with the hotel through a loyalty program that gives the hotel an outstanding financial program, such as companies' decision-makers. They commonly have a high social status, prestige, influence, and good reputation, such as the owners, board of directors, chairpersons, celebrities, influencers, heads of state or countries, and government officials.

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